Canadian Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

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78 FOX FILMS TO TV VIA NTA (CAN.)

GRIESDORF, TAYLOR, MANDELL IN PARTNERSHIP WITH NTA, USA

Determination of Canadian exhibitors and distributors to share the television field in this country is indicated by the formation of N.T.A. Telefilm (Canada) Limited by domestic principals and those of National Telefilm Associates, Inc. of the USA for the distribution of 78 20th Century-Fox feature films in 1957. Management of the new company will be in Canadian hands, with David Griesdorf the president and general manager, and he, along with N. A. Taylor and Harry S. Mandell, will share the six seats on the board with three directors representing the 50 per cent USA N.T.A. interest.

Among the other activities of the Canadian group, which will also market feature and syndication properties controlled by N.T.A. in

(Continued from Page 2)

CNE's Million $ All-Type Theatre

Toronto's new $1,000,000 theatre, the Canadian National Exhibition's Queen Elizabeth Theatre, will have a wide screen and the finest motion picture projection equipment when made available for public use on September 7. To seat 1,325 on one floor, the theatre will be a show-

(Continued on Page 6)

Lecture Series: 'Canadian Plays And Playwrights'

Canadian Plays and Playwrights, a series of six lectures at 6 p.m. on successive Monday nights beginning March 11, is being sponsored by the Canadian Association for Adult Education and the New Play Society in the Avenue Theatre, home of the latter.

For students of the drama and theatregoers, the series "is the first survey offered to the public of the work of Canadian dramatists, both old and new, and will show the development of Canadian drama from its earliest origins to its newest innovations." The price for the series is $7.50 to the public and $5 for school students and teachers. Subscriptions may be addressed to the CAAE, 113 St. George Street, Toronto.

Among those participating will be Merrill Denison, Andrew Allan, Mavor Moore, Lister Sinclair, James Dean, Herbert Whittaker and Nathan Cohen.

Moving Briskly Under Briskin

Canada's oldest operating motion picture studio, Associated Screen News in Montreal, is in full swing. After a slow period while under reorganization by Murray Briskin, the company reclaimed its place as a long-time leader in the Canadian film-making field. Looking

(Continued on Page 6)

Maritimers Honor Patrick J. Hogan

Leading members of the motion picture industry in the Maritimes gathered in the Admiral Beatty Hotel, Saint John, NB, recently to honor Patrick J. Hogan, who has retired as Paramount branch manager after 34 years, though remaining in the industry as an ex-

(Continued on Page 3)

Assistant To Mason

Frank Lawson, manager of the Odeon-Danforth, Toronto, has been named assistant to Charles Mason, advertising and publicity director of J. Arthur Rank Film Distributors (Canada) Limited. It is a newly-created position.

Non-Th. Little Affected By Onslaught Of TV

Is television affecting Canadian non-theatrical exhibition? Production for that type of showing is the heart of our studios, both government and private. L. W. Chatwin, director of distribution for the National Film Board, insists that TV is having no adverse effect on the government film agency's program and offers figures to back up that statement. Crawley Films of Ottawa, which does over a half-million dollars yearly in non-theatrical production for industry and education, is doing better than ever, says Graeme Fraser, its vice-president. And the Canadian Film Institute, non-government, non-profit, non-theatrical distribu-

(Continued on Page 3)

Lederer Golden's Aide

Assistant to Gil Golden as Warner Bros. advertising manager is now Richard Lederer, states Robert S. Taplinger, ad-pub chief.

Premier Operating To Build 3 Theatres

Premier Operating Corporation Limited of Toronto is planning to build a 700-seat theatre, the Cin, in Val D'Or, Quebec, on the site of the burned-out Palace, which was acquired from John Dydzak. The community's two other houses are also Premier Operating units.

Premier also has plans for theatres in Manitouwadge, Ontario, in the heart of the newly-opened mining area, and in Elliot Lake, Ontario, which up until now has been serviced by a 16 mm. theatre owned by Algoma Uranium Mines.

BREVIGNETTE

"We've proved something with our city Foto-Nite pools, in which Independents and circuits join together to increase prizes and publicity. Why can't they do the same in other ways to increase business — especially in advertising and exploitation?"

GEORGE OULLAHAN is a great guy for going after 'em. Always smiling and always in a hurry. Never seems to turn down any demand on his services. Makes you think he has learned how to divide himself into the number of Oullahans he needs to go round. The Canadian Picture Pioneers, whose past two annual dinners he co-ordinated, just elected him secretary-treasurer. He finds time to help the Variety Club and the Progress Club, yet seems to be in different cities keeping Foto-Nite moving for much of the year. Born in Toronto in 1910 and educated at Clinton PS and Harbord Collegiate, George got into the film industry through the Ontario film censorship board under Major J. C. Boylen. After two years, in 1929, he joined Universal, now Empire-Universal, and served in several capacities, including ad-pub director. He had worked closely with O. R. Hanson and when the latter resigned as president, taking Sterling Films and its Foto-Nite franchise with him, George went along and is now vice-president.

CANADA POPULATION ROSE BY 526,000 IN 1956; NOW 16,344,000

The foregoing figures, states the Bureau of Statistics, were arrived at through the natural increase and the addition of 164,857 immigrants. A Bureau official said that the 1957 increase may be even more, which would bring the population to 16,870,000 by January 1 and 17,000,000 should be reached by the summer of 1958. Immigration from the UK totalled 51,319 last year compared with 30,150 a year earlier. Post-war immigration record is the 194,391 of 1951.

Film Weekly

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HYE BOSSIN, Editor

Assistant Editor - - - - - Ben Halter
Office Manager - - - - - Esther Silver

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News Clips

Joseph M. Franklin of Saint John, NB, circuit operator who is Maritime chairman of the Israel Bond Drive, will head the Canadian committee at the Israel Bond Conference in Miami. He and his group will participate in the festivities to honor Eddie Cantor on his 65th birthday, which will be part of the Conference . . . Producer Dan Devlin writes that his film, The Spell of Ireland, for which he is seeking Canadian engagements, is breaking records in offbeat houses, the latest being the Pix, Jersey City . . . Wilf Garnham is now sales representative of TelePrompTer, a Spence Caldwell division.

Legislators are attempting to reintroduce censorship in Ohio, where it had been declared illegal by the Supreme Court . . . Julius M. Gordon, head of two Texas circuits operating 60 theatres, has been elected president of National Allied, USA exhibitor association . . . Member of a number of fraternal and sports organizations, David E. Stewart, 78, owner at one time of the Red Mill Theatre in Hamilton, Ontario, died in St. Peter's Infirmary in that city recently after a lengthy illness . . . Sam Karby, owner of the Lux in Meadow Lake, Saskatchewan, has acquired the opposition house, the Midway, and has rented it to other interests.

Final date for authors competing in the original play contest of the Theatre du Nouveau Monde of Montreal to turn in their scripts is March 1 and winner of the $700 prize of the organization and the $1,000 Quebec Government grant will be announced on March 25 . . . President Eisenhower presented Danny Kaye in Washington with a scroll honoring him as "Big Brother of the Year 1956" for his trip around the world in behalf of the United Nations Children's Fund . . . Famous Players has sold three of its closed Vancouver theatres — the Alma, Windsor and Victoria — and the new owners will demolish them to establish other businesses.

Disney Signs Luana Patten

Walt Disney has signed Luana Patten to star in Johnny Tremain.

Form NTA Of Canada

(Continued from Page 1)

the USA, as well as the films from its own film exchanges, will be TV production in Canada for world distribution. The headquarters of N.T.A. Telefilm (Canada) Limited are at 175 Bloor Street East, Toronto. Offices will be opened elsewhere when needed.

Among the 78 20th-Fox films — N.T.A.'s Galaxy Group — are Miracle on 34th Street, Laura, Captain From Castile, A Bell For Adano, Sun Valley Serenade, Crash Dive, Jane Eyre, Tobacco Road, House of Rothschild, Stanley and Livingstone and Swanee River.

Oliver Unger, N.T.A., Inc.'s executive vice-president, said that the Canadian agreement was the first move in a pattern that calls for local associates and will be next applied in the United Kingdom. Said Griesdorf: "The expanding television industry in Canada offers great opportunities for those who can supply outstanding product to Canadian TV stations. Our new arrangement with N.T.A., Inc. places us in a dominant position in the field of TV distribution in Canada and offers a great potential for the near future."

Taylor is president of Twinex Century Theatres Corporation, a large circuit known as Twentieth Century Theatres, as well as holding that office with International Film Distributors Limited and Allied Artists Pictures of Canada Limited. Mandell is secretary-treasurer of these enterprises. Both are attorneys and Taylor is the current Chief Barker of the Variety Club of Toronto, of which Mandell and Griesdorf are Past Chief Barkers. Taylor was also president of the Canadian Picture Pioneers for four years ending in 1956.

Griesdorf, born in Edmonton, has worked in the USA and Canada, having been until his resignation general manager of J. Arthur Rank's Canadian theatre circuit, Odeon. He left to join International Film Distributors and Allied Artists of Canada to become a partner and executive vice-president. He held motion picture industry executive positions in Los Angeles and New York during his USA residence. In 1955 he was chairman of the Motion Picture Industry Council of Canada and has held other important posts.

TO APPLY FOR THREE TV STATIONS

Application for a new main TV transmitter and two satellite stations, as well as a request for an increase of power of an existing TV station, will be heard by the CBC Board of Governors in Ottawa on March 15.

The Okanagan Valley Television Company Limited will apply for a main transmitter on Channel 2 in Kelowna, BC and satellites at Penticton on Channel 13 and in Vernon on Channel 7. CKSO-TV in Sudbury, Ontario is asking for an increase in power from 1.74 kw video and .87 kw audio on Channel 5 to 30 kw video and 16 kw. audio. The height of the tower is to be increased slightly also.

PIONEERS ELECT OFFICERS

George Oullahan of Sterling Films was elected to succeed Tom S. Daley, who stood down after years as secretary-treasurer of the Canadian Picture Pioneers. Morris Stein and R. W. Bolstad were re-elected president and vice-president respectively.

Heads of committees named were Len Bishop, Membership; Clare Appel, Public Relations; Dan Krendel, Golf Tournament; George Oullahan, Award Dinner; Archie Laurie, Annual Meeting; and David Ongley, QC, continues as solicitor.

The Board of Directors, which is made up of 11 members elected by the body and Ongley as solicitor and Oscar Hanson and Nat Taylor as ex-officio presidents, select the officers at their first meeting.

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OUR BUSINESS by N.A. Taylor

MORE people are viewing motion picture feature films than at any time in history. According to published statistics — and unfortunately for the theatres — some eight people are watching their movies on TV for every one attending a theatre. The vast increase of those watching films on TV should not necessarily make one assume that the extra millions have been diverted from motion picture theatre attendance. Apparently, a great many viewers have been drawn from TV fans who now prefer the good old movies in release to inferior live or filmed TV shows or the half-hour series films which, until now, had achieved such a high degree of popularity. At this point the continued rise of theatre attendances would seem to belie any suggestion that old films of high calibre displayed on TV have seriously cut into theatre attendance. Rather, it would appear that this new factor in TV has seriously upset the planning and thinking of many engaged in that business.

A new theory has now been advanced by people who are credited with being highly knowledgeable in our business. They state that when "stay-at-homes" view good motion pictures on TV, albeit of the old variety, they develop a liking for this type of entertainment in contrast to what they had been seeing for a number of years. A strong desire is created to venture forth from their homes to see the better new movies with all their known new gimmicks and minus commercial interruptions. This theory is yet to be fully proved, even though cases are now on the record.

The crossing of the lines which formerly separted the motion picture business from the TV broadcasting business is now so common that one need no longer be surprised at any turn of events. While everyone is agreed that TV, like the automobile, is here to stay, even the skeptics are arriving at the conclusion that the motion picture theatre can co-exist profitably. A recent flow of better attractions has hypoed ticket sales throughout the country and the pattern

(Continued on Page 3)

NON-TH. VS. TV

(Continued from Page 1)

tion agency, is shipping a record number of subjects.

Chatwin does have a reservation. "I don't wish to give the impression that television has had no effect on our non-theatrical distribution, for most certainly it has had an effect," he wrote to Fraser when the latter was president of the Association of Canadian Motion Picture Producers and Laboratories of Canada. "We note, for example, that community film showings are declining in those areas well covered by television, such as Southern Ontario. We find, however, that in most areas the decline in general interest showing is more than offset by an increase in more specialized showings. Non-theatrical films are being used for more specific purposes—as instructional and informational material, or as discussion starters."

One thing that isn't quite clear about the National Film Board and television: if, as estimated, the government agency now spends more than half its $3,000,000-plus budget on TV, how does it manage to keep up its pre-TV standards in the non-TV field? Do the films it makes for CBC telecasting—at apparently no cost to the federal radio-TV subsidiary—get the same number of non-theatrical showings afterwards as they would have gotten had they been kept off TV? The NFB-CBC picture is a puzzling one anyway: the NFB is shooting the pilot film for the CBC-TV series, Jake and the Kid. Has some mutual working agreement been developed which hasn't been made public?

To return to TV and non-theatrical showing. Chatwin gives figures for non-theatrical exhibition during the five years that TV has grown into its present place. In 1951-52 there were 151,196 showings for 11,610,232 viewers. These grew to 205,985 showings for 14,469,686 viewers in 1955-56. Distribution went up 12.4 per cent in terms of showings and attendance 9.2, says Chatwin, and sale of 16 mm. prints to non-government purchasers increased by 24.2.

Charles Topshee, director of the Canadian Film Institute, says that its distribution of non-theatrical films went up by 12 per cent last year. Fraser says Crawley's is making as many non-TV films as ever and those being made for TV are in addition.

"Indeed, there is some reason to believe that television has stimulated the non-theatrical use of 16 mm. films by creating a widespread interest in visual media," says Chatwin.

Bob Hope, Fernandel Teamed

Bob Hope and Fernandel will be teamed in an original comedy, Trouble in Paris, to be filmed in the French capital and released by United Artists.

Kenneth Winckles, TRO, Welcomed to Toronto

Press and motion picture industry folk joined Odeon executives in the University Room of the Park Plaza, Toronto, to chat with Kenneth Winckles, joint assistant managing director of The Rank Organization. In the top photo are Frank Fisher, L. W. Brockington, Winckles and C. R. B. Salmon—top Rank officers in Canada.

The bottom photo, from the left, shows well-known members of the general and trade press: Jay Smith, Clyde Gilmour, Steve York, Winckles, Jack Karr and Hye Bossin.

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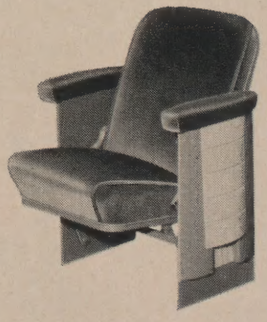

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HONOR HOGAN

(Continued from Page 1)

hibitor. With F. Gordon Spencer in the chair, many of the guests rose to pay tribute to Hogan for his fine character, this being climaxed by the presentation of a typewriter to the guest of honor by Reginald G. March, who retired from the industry in 1956, in behalf of the gathering.

The dinner was sponsored by the Maritime Allied Exhibitors Association in conjunction with the Motion Picture Pioneers and the Film Board of Trade. Spencer is the NB vice-president of the first-named body.

Pat, described as "Mr. Newfoundland" on the invitations, expressed his thanks in the quiet and sincere manner with which his personality has been identified by two generations of show people.

Others speaking at the gathering included I. J. Davis, on behalf of the Maritime Film Board; Leslie A. Sprague, president of the Maritime Motion Picture Pioneers; F. Harrison Howe, James Mitchell, Joshua Lieberman, S. A. Babb, L. J. April, and A. A. Fielding, all speaking for the exhibitors; and Joseph LeBlanc, Shediac, for Independent exhibitors.

A native of Carbonneur, Newfoundland, Hogan left his birthplace at an early age to follow special training in the film industry in New York, where he became affiliated with Paramount. After acquiring experience, he came to Saint John where he has remained since that time. At present Hogan is also an associate of a Famous Players enterprise located at St. John's, Newfoundland.

Nominate Ten Shorts For Oscar Contest

Short subject nominations for the Academy Awards, selected by a special committee, are:

Cartoons: The Jaywalker, Gerald McBoing-Boing on Planet Moo, Mister Magoo's Puddle Jumper.

One-reel live short subjects: I Never Forget a Face, Crashing the Water Barrier, Time Stood Still.

Two-reel: Cow Dog, The Bespoke Overcoat, The Dark Wave, Samoa.

OUR BUSINESS

(Continued from Page 2)

seems clearer for the survival of certain theatres, even though the die has been cast for the demise of others. The biggest problem continues to be the lethargy of the public—its lack of urge to regularly leave home and visit a theatre. We know that despite the showing of old movies on TV or the presentation of live TV shows, good motion pictures in theatres offer better opportunity for enjoyment. The problem remains to get the public out.

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CNE THEATRE

(Continued from Page 1)

man's dream, judging from the descriptions of it to a press gathering in the CNE's Administration Building. Ivan Brodie, rentals and exhibits manager, and Hiram McCallum, general manager, answered all questions, emphasizing that the CNE will not, under any circumstances, willingly compete for theatre attractions with the general amusement community. House manager will likely be John L. Crosby, Brodie's aide.

Available to conventions, business organizations and cultural groups for ten months each year, the Queen Elizabeth Theatre will house nothing offered by the CNE during that time—with the possible exception of a Christmas Panto or an Easter Show as goodwill gestures. If undertaken one or both will be produced by Jack Arthur, who creates the annual Grandstand Show. The house is to be fully equipped for TV shows, the CBC having provided advice in planning the facilities.

There is no doubt that the CNE will be the finest legitimate theatre in North America. Its stage, the biggest in Canada, will be 80 feet wide by 40 feet deep, with a proscenium opening of 50 feet wide and 20 feet high. It will be equipped with a flush surface double turntable, the outside one 21 feet in diameter and the inside one 14 feet —motor driven, reversible and with a 17-ton capacity.

The spotlight booth will have 24 high intensity arc lamps and the stage equipment includes the finest dimmer and amplifier systems. Sub-stage storage can be reached through a trap two feet by 52 feet wide in four 13-foot sections. The sunken orchestra pit, which is for 30 musicians, can be covered for an extension of the stage.

A curved staircase in the foyer leads to an air-conditioned 500-seat dining room overlooking Lake Ontario. Unlimited parking facilities will be available—free, for 25c in an open-air lot and $1 driveaway-and-return service for closed parking in the Horse Palace. Eventually the street car lines will reach further into the CNE.

The big thing for business people is that adjacent to the theatre, which can be used for meetings, is a modern Exhibit Hall with a floor area of 63,000 feet. The ability to meet, dine and show is a big thing for business and industry.

For Sale or Rent

College Theatre

Brantford, Ont.

Wide Screen, CinemaScope, modern theatre on main street location.

Short Throws

RE-ENACTMENT of the Battle of the Plains of Abraham is the subject of the next in the National Film Board's Perspective TV series. Titled Wolfe and Montcalm, the film is scheduled to be shown on the CBC TV network on February 24 and was produced by Julian Biggs. Allan Wargon directed from his own script and photographer was Donald Wilder.

INDEPENDENT federation of British film producers, limited to those without exhibition interests, is being formed in London and its first presiding executive will likely be Lord Archibald. Charter members are Ealing Films, Launder and Gilliat, Charter Film Productions, Ivan Foxwell Productions and Warwick Films.

ADDITIONS to the Adult Entertainment list of the Ontario Board of Censors include Four Boys and a Gun, The Great Man, Guilty, Runaway Daughters, Wicked as They Come and A Woman's Devotion.

SPONSORED by the Air Cadet League, Avro Aircraft Limited and Orenda Engines Limited, The Air Cadet Story is a 20-minute documentary-style 16 mm. film in sound and color depicting the activities of Canada's air cadet movement. Directed by the late Art Hundert of Vancouver, the editing and recording was completed by Crawley Films. English narration is by Fred Davis and French by Francois Bertrand.

FILM personalities who passed on in 1956, as listed in a letter to Film Review by Harry Haun, are Charles Dingle, Sir Alexander Korda, Robin Burns, Charles Grapewin, Fred Allen, Robert Newton, Henry Stephenson, Edward Arnold, Louis Calhern, Guy Kibbee, Jean Hersholt, Margaret Wycherley, Ralph Morgan, Bela Lugosi, Anne Crawford, George Bancroft, Victor Young, Francis L. Sullivan and Paul Kelly.

COLORFUL and complex Indian film industry, which operates in several languages, will be described over CBC radio at 10.20 p.m. February 21 by Robert McKeowan, Ottawa writer and broadcaster. India is one of the world's great producers.

RAE HARGREAVE has succeeded Sue Grotta as director of press relations of the Society of Motion Picture and Television Engineers in New York.

BONSPIEL of the Manitoba division of the Canadian Picture Pioneers, its fifth annual competition, will take place at the Maple Leaf Club in Winnipeg on Monday, March 4 at 8.30 a.m. Co-chairmen of the do are Charles Krupp and Harold Bishop and entry fee is $3, with the number limited to 40 curlers.

Jim Crawford Reps Sterling For TV Pix

James Crawford, who was with the commercial department of the CBC for ten years, has joined Sterling Films as special sales representative for television. Sterling markets the properties of the Inter-State TV Corporation of the USA, which include the I Married Joan and Public Defender series.

Testimonial Dinner For Chas. Cashman

Charles Cashman, who recently retired as the film industry contact for Photo Engravers & Electrotypers, was tendered a testimonial dinner last week in the Cascades Room of the Town and Country by some 65 film men and business associates.

Archie Laurie of UA was emcee and those who spoke included Reeve Chris Tonks of York Township, who lauded Cashman's 22 years of service on the Town Council and his invaluable assistance as the present Deputy Reeve; George Gardiner, general sales manager of Photo Engravers, who gave the highlights of Charlie's career and announced the appointment of Charlie's son Ken as his successor; and Clare Appel, executive director of the Canadian Motion Picture Distributors Association, who put into words the high regard in which the guest of honor is held in the film industry and then called on Al Perly of Biltmore Theatres, head of the committee for the dinner, to make the presentation.

French Film Picked By British Academy

A French film, Gervaise, which stars Maria Schell and was directed by Rene Clement, was selected as the best picture of 1956 in the annual voting of the Brtish Film Academy. It has not been released as yet in Canada or the USA.

Best British film was The Rank Organization's Reach for the Sky and top British actor and actress were Peter Finch and Virginia McKenna for their performances in another Rank film, A Town Like Alice. Best British screenplay award went to Nigel Balchin for 20th-Fox' The Man Who Never Was, which was made in England under a co-production deal.

The year's outstanding actress was Anna Magnani for her role in Paramount's The Rose Tattoo, which won her a USA Academy Oscar in 1956. Best foreign actor was Francois Perier for his work in Gervaise.

ASN PRODUCTION

(Continued from Page 1)

forward to continued activity because of the encouragement of customers, among them leaders in Canadian industry and business, ASN recently sponsored a production course for McGill students willing to spend their evenings learning film and TV techniques.

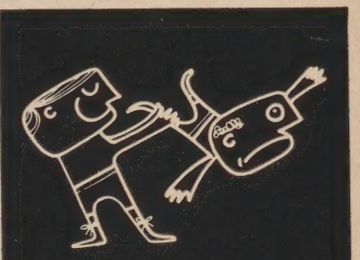
Gordon Sparling, probably Canada's best known motion picture director and an ASN veteran, is manager of industrial film production and Jack Dunham heads the TV film unit. Films produced recently and their sponsors:

Towards One World (Massey-Harris - Ferguson), Trans - Canada Microwave (Bell Telephone), The Canadian (CPR), Weekend in Quebec (CNR), Beneath the Wide St. Lawrence (Quebec Hydro), Transatlantic Empress (CPR Steamship Lines), Trooping the Color (National Film Board), The Great Essential (Canadian Petrofina), Montreal (City of Montreal) and The Road to Plenty (Ontario Northland Railway).

Also included in the company's production schedule were many TV commercials, among them the Dow Brewery Hitchcock series and the Molson's Brewery Studio-M series.

'The Diary Of Anne Frank'

George Stevens will produce and direct 20th-Fox' The Diary of Anne Frank.



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On The SQUARE with HYE BOSSIN

Unrequired Reading

IT'S A BOY for the Bobby Masters and a joy for the Haskell Masters . . . *So much talk* for so long about *The Telegram* putting out a Sunday paper in competition with the *Star Weekly*. So when already? . . . *Merrill Denison* will deliver the first lecture in the *Plays and Playwrights* series described elsewhere in this edition. He'll cover the Canadian theatre from 1600 to 1931 . . . *Gypsy Rose Lee*, whom I last saw uncover herself with glory at the Casino, was recalling for Edward Murrow the time she fell off the runway at Minsky's. "I had a hard time getting back on," she said, "but I had a lot of help!" . . . *That genial* pondhopper, Kenneth Winckles, John Davis' aide at TRO, was welcomed warmly by localites at a cocktail party in the snazzy new section of the Park Plaza. His upbeat personality helps strengthen faith in the future of the cinema . . . *Jay Mewett*, head of the BBC's film department, had a look-see here before going on to the USA . . . *Jack E. Leonard's* crack, as reported by WW: "Television executives aren't lasting as long as comics." He means in the USA . . . *With the* Lord Simcoe Hotel ready to open nearby, let's hope the CPR will finally place a wall of small trees along the sidewalk on its property across from the Royal Alexandra. Why should people have to stare at boxcars in the heart of the city?

LUKE BLUMBERG (Lewis F.) is not just the bearer of a famous name in the business but an example of the bright young Indie who has worked his way up from TV production into the feature field. He just wrapped up his first film, *The Big Boodle*, with Rossana Rory, Gia Scala and Errol Flynn, which UA will handle, and he gave us a lot of luncheon laughs about his experiences in Cuba and Mexico. If the film's dialogue is as good as Luke's monologue, he'll get his dough back and plenty more. Luke was saying that one of the supporting players was showing up juiced every day. The director, at a pre-work meeting, said he would instruct this actor to underplay a certain scene. "Underplay it?" said a listener. "He'll be lucky if he can play it!" . . . *Ah! The power* of a good idea. The decision to build one of the world's finest theatres at the CNE grew out of a suggestion by Jack Arthur. G-M Hiram McCallum and some of his aides figured that the theatre in the Women's Building, used for fashion shows, had outlived its usefulness so they decided to build a new 100-seater. Arthur, on hearing about it, suggested they look into one that could serve many purposes. So now Toronto will have what could be the finest theatre in the world.

PILOT FILM for *Tugboat Annie*, newest TPA TV series, was sneakscreened in a Chi cinema recently. Since TPA is shooting *Mohicans* here, wouldn't our waterfront be a fine place to make the *TA* series? Norman Reilly Raine, creator of Tugboat Annie, was a Toronto resident who served with the RFC in WWI . . . *Gene Kelly* may play Benny Leonard in a film based on writer-director Harry Essex' forthcoming Holt biog, *The Distance*. Toronto in the 20's was the home of the Leonard Athletic Club, named in honor of the then lightweight champ, who dropped dead while refereeing some years ago. Although I was an executive of the LAC I never met our hero. Just before Benny died he was in Toronto as a luncheon speaker and he dropped in on Jack Levy, the Yonge Street jeweler, who walked him around the corner to my office, then at 21 Dundas Square. But I wasn't in and have never quite gotten over my disappointment. Harry Sniderman, Joe Starkman and other ex-LAC lads will look forward to both the book and the picture . . . *Here's how* to bid at an auction, as told by a pro in Wolf Mankowitz' story, *Make Me an Offer* (Pan): "In bidding you have to have a sense of how far the other man is going to go. It isn't as difficult as it sounds. You can be fairly certain that if you bid twenty-eight, the man behind you will go thirty. But if you bid thirty, he'll think twice and let you have it. You have to watch the tens — most people think in decimals."

Admiring a Star of United Artists' 'The Big Boodle'

In the centre is Lewis F. Blumberg, producer of The Big Boodle, describing Rossana Rory, one of the stars, to Ron Leonard and Harvey Hunt of Odeon, while George Heiber of United Artists and Harold Pfaff of Independent Theatre Services look on and listen in.

STOCK MARKET speculation can be likened to the experience of four grocers. The first called the second and said: "I've got 500 pounds of herring at ten cents a pound." The second bought the herring, called the third and sold him the lot for 12 cents a pound. The third called the fourth and sold him the herring for 14 cents a pound.

The herring was delivered to the fourth grocer. After inspection he called the one from whom he bought it. The herring was of very poor quality, he complained. It tasted and smelled badly and he wouldn't eat it himself, let alone ask his customers to do so.

"Wake up, man," the complainant was told. "That herring isn't for eating. It's for selling."

"HEY, THERE'S a horse in the lobby!" Manager Vic Nowe of the Odeon Carlton would just reply indifferently: "So what?" It was Brown Jug, the Wonder Horse, going through his tricks for the matinee kids. The night before the Arthur Murray dancers made a shin den out of the lobby for 8 p.m. patrons. So that's what happened to vaudeville! . . . *Brian Doherty*, now practising law in Niagara Falls, isn't sure he'll do that play from Honore Tracy's book for Maurice Evans, although it was nice of Florence Eldridge and Cornelia Otis Skinner to recall his Broadway hit, *Father Malachy's Miracle*, and suggest him . . . *Sign in* a Chinese laundry: "You ask credit. I no give. You get mad. I give credit. You no pay. I get mad. Better *you* get mad" . . . *The League* of New York Theatres, legit body, didn't like it when the Legitimate Independent Theatres of North America was formed, with Ernie Rawley of the Royal Alexandra Theatre here directing it from an office on Broadway. Looks as though the League will bring the battle into Ernie's backyard. William Fields, its exec director, was in Hamilton looking for a legit location and made much of it to Mary Mason of *The Spectator* . . . *Glenn Ireton*, editor of *Far East Film News*, in a note about Abe Gotfried, MGM's Thailand manager who has been transferred to Toronto: "He is a good showman and a good guy" . . . *That's an* uncommonly good series Gerald Pratley wrote from Hollywood for the *Globe and Mail*. The human-interest content was high and he surprised me with his lighter touch . . . *Seattle man* proposes to use theatres as brokerage offices during idle hours, with quotations on the screen. What manager needs it? He's satisfied to lose his money to the bookie next door.

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